



## THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM (JCEM)

- #1 clinical endocrinology publication in average issue readers, average page exposures, total readers, and high readers\*
- World's leading peer-reviewed journal for endocrine clinical research and clinical practice information
- 100% request US circulation of 4,946 3rd party verified by specialty

\*Source: Kantar, June 2019, Tables 119+219 Dia/Endo, O+H

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • [endocrine.org](http://endocrine.org)

## 2020 PRINT RATES AND DATA

### Editorial

#### Editor-in-Chief:

Paul M. Stewart, FRCP, F. Med. Sci., University of Leeds, UK

**Established:** 1941

**Origin of Editorial:** 100% submitted

**Acceptance of Advertising:** All advertising is subject to the approval of the publisher.

**Ad Placement:** Stacked

**2018 Impact Factor:** 5.605

### Circulation

**Total Circulation:** 5,769

#### Circulation Breakdown:

4,946 US : 823 International

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

### Advertising Representatives

#### Joe Schuldner

Phone: 212.904.0377 Email: [jschuldner@pminy.com](mailto:jschuldner@pminy.com)

#### John Alberto

Phone: 212.904.0364 Email: [jalberto@pminy.com](mailto:jalberto@pminy.com)

### Advertising Information

**Earned Rates:** Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

**Agency Commission:** 15%

### Black and White Page Rates

| Frequency | Full Page | Half Page | Quarter Page |
|-----------|-----------|-----------|--------------|
| 1x        | \$3,150   | \$2,000   | \$1,450      |
| 6x        | \$3,100   | \$1,950   | \$1,400      |
| 12x       | \$3,050   | \$1,900   | \$1,350      |
| 24x       | \$3,000   | \$1,850   | \$1,300      |
| 48x       | \$2,950   | \$1,800   | \$1,250      |
| 72x       | \$2,900   | \$1,750   | \$1,200      |
| 96x       | \$2,850   | \$1,700   | \$1,150      |

### Color Rates (in addition to B/W rates):

|                 |         |
|-----------------|---------|
| Standard Color: | \$1,100 |
| Matched Color:  | \$1,450 |
| 3/ or 4/Color:  | \$2,400 |

### Preferred Position Premiums:

|             |     |
|-------------|-----|
| Cover 2:    | 35% |
| Cover 4:    | 50% |
| All Others: | 15% |

**Inserts:** Inserts are charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

**Covertips and Outserts:** Available; contact your sales representative for more information.

### Advertising Incentive Continuity Program:

Place 6 insertions for the same product in JCEM during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

**Combination Incentive Program:** Place an ad in JCEM and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

## Issuance and Closing Dates:

| Issue          | Space Commitment | ROB Materials | Insert Delivery |
|----------------|------------------|---------------|-----------------|
| January 2020   | Dec 10           | Dec 16        | Dec 23          |
| February 2020  | Jan 10           | Jan 15        | Jan 22          |
| March 2020     | Feb 10           | Feb 17        | Feb 24          |
| April 2020     | Mar 9            | Mar 16        | Mar 23          |
| May 2020       | Apr 10           | Apr 15        | Apr 23          |
| June 2020      | May 11           | May 18        | May 26          |
| July 2020      | Jun 10           | Jun 17        | Jun 24          |
| August 2020    | Jul 10           | Jul 17        | Jul 24          |
| September 2020 | Aug 10           | Aug 17        | Aug 24          |
| October 2020   | Sep 11           | Sep 18        | Sep 25          |
| November 2020  | Oct 9            | Oct 16        | Oct 23          |
| December 2020  | Nov 10           | Nov 17        | Nov 24          |

### Bonus Distribution Issues:

|         |   |
|---------|---|
| March   | ENDO 2020   |
| April   | AACE  |
| May     | American Diabetes Association                               |
| August  | Clinical Endocrinology Update and<br>Endocrine Board Review |
| October | American Thyroid Association                                |

## Mechanical Specifications

**Trim Size:** 8.125" x 10.875"

**Live Area:** 7.625" x 10.375"

**Binding:** Perfect

**Paper Stock:** Covers, 80 lb coated;  
Interior, 40 lb coated

**Halftone Screen:** 150

### Ad Sizes:

| Unit Sizes        | Non-Bleed |        | Bleed  |         |
|-------------------|-----------|--------|--------|---------|
|                   | Width     | Height | Width  | Height  |
| Full Page         | 7"        | 10"    | 8.375" | 11.125" |
| ½ page horizontal | 7"        | 5"     | 8.375" | 5.5"    |
| ½ page vertical   | 3.5"      | 10"    | 4.125" | 11.125" |
| ¼ page            | 3.5"      | 5"     |        |         |

## Reproduction Requirements (ROB):

### Digital Files Required

**Preferred Format:** PDF/X-1a

### Checklist Before Submission:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

### FTP Delivery

Address: ftp://ftp.pminy.com

User Name: pmiftpuser

Password: \$130Sales

Upload the file into the JCEM folder and send notification to kclark@pminy.com

## Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

**Delivered Size:** 8.375" x 11.125"

**Trim:** 1/8" from all four sides; jogs to head

**Stock:** 70 lb minimum; 80 lb maximum

**Quantity:** 7,500 US; 8,000 Full Run

**Packing:** Carton packing preferred with quantity, publication, and month clearly indicated.

### Ship Inserts and Covertips to:

JCEM  
Sheridan NH  
Attn: Donna Hendee  
69 Lyme Road  
Hanover, NH 03755  
Ph: 603.653.7208

### Send All Insertion Orders to:

Kathy Clark  
Pharmaceutical Media, Inc.  
30 East 33rd Street, 4th floor  
New York, NY 10016  
Email: kclark@pminy.com  
Phone: 212.904.0365